BROADCAST FROM

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FICTION

January 2

Beresford, J. D. THE YOUNG PEOPLE Dutton

(Release date December 26th) The third of a trilogy, of which THE OLD PEOPLE and THE MIDDLE GENERATION were the predecessors. Not however dependent on the other two for interest, although purchasers of these titles are obvious customers for this, which brings the story of the Hillington family up to the present day. The grandchildren of the first book break away from all traditions and blaze their own trails, and the older generation goes through some spiritual growing pains in the process. A good deal of round table discussion, which makes the book, at times, rather slow reading. But on the whole, a worthy addition to a picture of modern English life. $2.50

Carfrae, Elizabeth THIS THING CALLED LOVE 1-12-34 Putnam

Circulating library drip - but it has its place. The story of Juliet, who found that love was not enough, and that courage and faith were necessary for a successful and happy marriage. Hers is thoroughly tested when the man she has married is faced with disgrace and notoriety and the loss of the asset that gave him his profession. But courage and faith win out and the husband who is also a lover proves worthy of the acid test. $2.00

O'Faolain, Sean A NEST OF SIMPLE FOLK Viking

P.B. A really fine novel of the Irish peasantry, realistic and stripped of the sentimentality that usually crops up when Ireland comes on the stage. The youngest daughter of a county family marries the son of one of the tenants and is cast off by her people. From this marriage come the central characters of the novel, with Leo, who combines the ineffectual characteristics of both sides, as the hero. An impractical idealism of a kind, spiced with the revolutionary spirit, saves him from becoming a nonentity, devoting his life to women and the bottle and various forms of gambling. It's a vivid picture of an unfamiliar side of Irish life, small villagers and low class rural folk, and occasional unforgettable scenes make the book memorable. The publishers consider it an outstanding novel and are backing it strongly. $2.50

January 9

Taylor, Edith Everett OLD LADY ESTEROY Dutton

So poor a novel and so slovenly in the telling, that one wonders why the publishers thought it worth publishing at all. A story of the post-war South, with a dominant old woman attempting to spoil the lives of all about her, because her own heart was broken in her youth. Her petulant fifteen year old grandchild is flesh of her flesh, however, and breaks her heart again. Thin tale. $2.50

January 17

Oliver, Jane & Stafford, Ann BUSINESS AS USUAL Houghton, Mifflin

P.B. A very entertaining tale of department store life, seen through the experiences of a young English girl, who has escaped the boredom of a long engagement by plunging into a job for which she has had no training. Her haps and mishaps are told in the form of letters, telegrams and store memoranda. While her engagement to the busy doctor peters out, fresh romance comes to the fore. But the chief interest of the book lies in the behind-the-scenes picture it gives of the personnel, the customers and the drama of a department store. A better book than Martin Hare's DESCRIBE A CIRCLE, with which it is sure to be compared. Good circulating library chance. $2.00

January 18

Riddell, Florence SILENT WORLD Lippincott

A not wholly convincing story of the marriage of two deaf people, of the bar between them when the man recovers his hearing, and of the girl's attempts to trick him into loyalty to her, though she knows of his love for another. It is only the discovery that their baby, too, is deaf, and that through the baby she will have a companion for her silent world, that convinces the wife she cannot hold him. Romance, with an odd twist, which may have a circulating library public. $2.00

~~January 25~~ 1/18

Coxe, Howard FIRST LOVE AND LAST Harcourt, Brace

A trick book, in that the story is told backwards. Between the last incident of importance in her life, and the first, we get successively, the high spots of a life which was a slavery to tradition, to a lost love, to the father who ruined all chances for happiness. Each episode implies some knowledge of what has gone before, which the reader does not get until the next episode is told. Well done, but annoying at times. There is some very good characterization and, when completed, the whole is a convincing picture of a small community old maid. $2.00

Shields, James M. JUST PLAIN LARNIN' Coward, McCann

A book with a purpose, but more interesting reading than most books which have a message to carry. This time the text is a biting indictment of our educational systems, rooted in tradition, and controlled by commercial and financial interests. The scene is an industrial center, where one large industry holds the whip hand, not only over the employees, who compose a large part of the parents of the school-children, but over the Board, the political pawns, the teachers and principals and supervisors. An abortive attempt is made to instill new blood into the system - but those involved are destroyed with it. Evidently a story written from the inside out, and a story that should prove an eye opener to progressive people everywhere. The publishers are planning a campaign - using one bookshop in each community - and reaching out for all the teachers. I feel that the strongest backing should be secured through the club groups, women's clubs, discussion groups, Rotarians, Kiwanis and so on. $2.00

January 30

"Colette" THE INNOCENT WIFE Farrar & Rinehart

The story of the gradual eye opening process through which a young wife, completely under her husband's thumb, goes, when the husband departs on an extended business trip and she has a chance to see how other people spend their time and emotions. Not so sexy as most of Colette's books, though there is a skirting the fringe of Lesbian adventures, with the one really appealing character in the book. $2.00

February 2

Conner, Rearden SHAKE HANDS WITH THE DEVIL Morrow

P.B. Ireland in the throes of a reign of terror of which the outside world is for the most part ignorant, a reign of terror in which the Black and Tans committed atrocities that were rivalled only by the atrocities committed by the republican forces. This novel is singular unbiased in presentation; the central character has been catapulted into the power of Lenihan, fanatical leader of the I.R.A., and takes an inactive part in the merciless reprisals, the inhumanity of a revolution run by fanatics and madmen. Ruthless - cruel - immensely vital - told with vigor and power - the story is a succession of dramatic episodes, built around colorful personalities, rather than a novel with a definite plot. A book not lightly put aside, and one that is sure of wide publicity. Literary Guild Selection for February. $2.50

February 7

Lewisohn, Ludwig AN ALTAR IN THE FIELDS Harper

P.B. Will probably be the most popular book Lewisohn has done since THE ISLAND WITHIN, as it has many of the elements of popular romance, and - in not being a Jewish novel - has possibilities of a wider field. Not, however, as fine a book as some of his openly propaganda.novels, although easy reading and controversial enough to interest the thoughtful reader. The story of a young couple, deeply in love, but both bitten by the modern bug of independence. This thrusts a barrier between them and they drift apart, the girl flaunting her banners, the man struggling against the break. The depression widens the breach, and an old-fashioned solution is the thing that saves them. They have sought harbor in Paris; but finally come home to their own fields to build their own home and their own altar. Just sentimental enough at the close to appeal to a more conservative audience than usually courted by Lewisohn. $2.50

February 14

Gibbon, Lewis Grossie ~~CLOUD BY DAY~~ Cloud House Doubleday, Doran

P.B. A sequel to SUNSET SONG, published with fair success last Spring by Century - but not necessarily dependent on it. The story picks up where the other left off, with Chris married to a Scotch minister, the storm center of a censorious and tradition ridden town, who resent his affiliations with the mill people. The period is just at the point when the depression brings direst poverty, and the picture of the community, the characterizations, and the psychological study of Chris and her love for Robert and her son, make a strong book. The dialect is a barrier to easy reading, but one gets into the swing of it quickly. Not a book for everyone. $2.50

February 15

Deeping, Warwick VALOUR McBride

A war story, with a fairly new slant in the picture of the Turkish front. A fiery, self-centered young officer rebels against the strictures of army life and gets himself court-martialed and sent home, where he finds that such performances result unhappily for those connected with him and that he must find a way out with honor to all concerned. So he rejoins as a private, and wins his medals. Deeping manages to mix a lesson in with his sentiment and tell a fair tale, as always. $2.00

Uncertain Dates

Bianco, Antonio De Fierro RICO: Bandit and Dictator Houghton, Mifflin

The author of THE JOURNEY OF THE FLAME has written another fictionized biography, this time dealing with the rise to power and the eventual disappearance of

a Spanish-American bandit. Here's a budding Machiavelli, with a fully developed code of conduct for dictators of his ilk - a bandit at sixteen, a dictator at twenty. His beliefs and theories of government, religion, art, criminology, and the position of women are all set forth. Colorful characters strut across his stage, The Woman of Atlan whom Rico feared but obeyed; the Black Ghost who collected and sold ears; La Gloria, Rico's first mistress, and so on. At the height of his power, Rico vanishes and has not been seen since. Written with the same leisurely and yet virile approach that characterized THE JOURNEY OF THE FLAME, though not as good reading as that. ?$2.00?

Brennan, Frederick Hazlitt WE SAIL TOMORROW ~~2/14/34~~ 4/4/34 Longmans, Green

Against the background of Manila, Shanghai and the Pacific, is worked out the romance of Joel, punished by the Navy for indiscretions at home, by being assigned to "the crummiest can in the Asiatic fleet" - of Aithra, wife of his commanding officer, and of Leidig himself, unstable, but dependent on Aithra for his sanity. It is, even more, a story of the call of the ship, of the Navy and what it stands for, and of the life and people. Good reading, especially for men. $2.00

NON-FICTION

January 2

Fleming, Peter BRAZILIAN ADVENTURE Scribner

P.B. A unique book of exploration, which defies the canons and sets up a new standard for itself. Throughout one is conscious of sincerity, integrity but withal a gentle spoofing and poking fun at serious explorers, and at the paraphernalia, impedimenta, stage properties and backdrops which characterize most books in this field. With delicious irony and undercurrent of humor, the young author tells of the ill-considered, casually planned trip into central Brazil, in search of evidence concerning the disappearance of Colonel Fawcett. He makes mild adventures of what most writers would consider hairbreadth escapes from starvation; he minimizes the discomforts of the tropics; he paints amusing portraits of his fellow travelers, particularly the crooked director of the enterprise, Major Pingle; and yet it is all entertaining reading. For the customer who takes his escape literature with a spice of humor. Book of the Month Selection. $2.75

January 5

Editors of "Fortune" OUR COMMON ENEMY: COLDS McBride

Obviously magazine material, rather than book material. Short treatise in two parts: 1) tells of various doctors who have spent years investigating colds, their causes and their cures, with this result - Cause, unknown - Cure, bed. Part 2) goes into details regarding the thousand odd remedies on the market, and discounts them all. Not dull reading, though straight exposition. But who will read it? $1.00

Kopp, Marie E. BIRTH CONTROL IN PRACTICE McBride

A misleading title, since it is actually a case book, - the findings of the Birth Control Clinical Research Bureau in New York from the records of 10,000 cases, between 1925 and 1929. Innumerable tables, endless analyses, all going to prove that the methods in approved use are 93.3 per cent successful. Not for general sale, but for physicians and welfare workers and sociologists. $3.75

January 15

Corday, Michel THE PARIS FRONT Dutton

A diary, 1914-1918, written by a man of middle-age, high in the Civil Service of France, and spending those years in Paris. Little by little, with brilliant flashes of ironic wit, of profound perception, of amazing insight, one gets a picture of the Paris of those days, of the disillusionment behind the scenes, of the petty politics and interplay of personalities. And yet it is so fragmentary in its brief jottings, that it makes hard reading, and puts the burden up to the reader to grasp the essentials and build a whole. The comparison with TESTAMENT OF YOUTH is not justified, for here is no inward searching, no plumbing the depths of a personality. Brilliant, suave, ultra-civilized - perhaps because it is French, rather than British. For the mature and definitely sophisticated reader. $5.00

Duryee, William B. A LIVING FROM THE LAND Whittlesey House

A text book for beginners in the back to the soil movement. Could be made a companion volume to Borsodi's FLIGHT FROM THE CITY, which is a book of personal experiences in getting a living out of a farm (published by Harper - $2.50), where this is a fact book of elementary information. Where to buy and plant and build; what kind of house is necessary for country living the year round. The first section takes for granted that the reader is a complete novice. The second part goes into the ways and means of getting a living out of from 2 to 15 acres, when to plant and how and where to get advice. $2.00

January 17

Peart, Barbara TIA BARBARITA Houghton, Mifflin

(Autobiography, but told in the third person.) Here's a book for those who found GAMBLER'S WIFE a bit rough, for this is the life of an Irish gentlewoman, who marries an Irishman bound for ranching in South America. Her flighty youth, with numerous amusing and almost disastrous flirtations, seemed no preparation for such a marriage, but she quickly settled down to running the estancia, enjoying life on the pampas, and bearing children in a haphazard sort of way. Ten years of ranching left them poorer at the end than at the beginning, and the next years took them back to Ireland, then a new start in America, and successively to Mexico, Puebla, Guadalajra, Tehuacan, Monclova and Monterey. A varied and colorful career; a really lasting love; a great capacity for friendship; game, gay and terribly feminine; such was Tia Barbarita, as she was lovingly called. Not important, but good reading.$2.50

January 24

Posse-Brazdova, Amelie ROMAN ROUNDABOUT Dutton

P.B. SARDINIAN SIDESHOW was one of the quiet successes of 1933. Never spectacular in its sales, it built steadily through the year, and won many friends for the author. That market is sure outlet for ROMAN ROUNDABOUT. And vice versa. The first book told of the experiences of the author and her artist husband, interned on the island of Sardinia during the early part of the war, as enemy aliens (she was Swedish but her husband was a Czech and therefore counted an Austrian.) Then came release and transfer to Rome, where they set up housekeeping in true artist fashion, and where this book takes up the thread. She has a rare faculty for giving color and humor and drama and personality to the simplest things, and the book is enchanting reading. Some may find those sections dealing with the underground activities in preparation for the declaration of Czech independence, a bit overburdened with difficult names and political discussions, but the vivid portraits of the leading actors in that minor drama of Europe fill a real place, as Masaryk, Vladja, Stefanik, Seba and so on come alive. A book that should be easy and steady selling for the long haul. $3.00

January 26

Monkhouse, Allan MOSCOW, 1911-1933 Little, Brown

A book that the recognition of Russia should bring into prominence as it fills a real need, which up to now was problematical in this country. An essential book for every industrial leader who is contemplating entering the arena of business in Russia, and the first book in which this reader, at least, has come across specific information as to some of the problems encountered, housing, personnel, stationery and supplies, service, and so on and so on. This is, however, a small part of the books interest or importance. It is a careful and judicious survey of the industrial and commercial and scientific growth of Russia, particularly of Moscow, during the years when Allan Monkhouse, a British engineer, was stationed there. Through his eyes, the reader gets a tremendously enlightening picture of old Russia and new, in its commercial and industrial aspects, not only in the cities, but in the rural districts and the far-flung provinces of this vast country. He gives good points and bad, the hopes and successes and failures, and the reasons for them. He is extraordinarily fair, in view of what Soviet Russia did to him and his fellows in the Moscow Trials last April, for he seems more than willing to "give the devil his due." An important book, and one which the individual bookseller should be able to place with definite customers. $3.50

February 5

Dart, Rufus THE PUPPET-SHOW ON THE POTOMAC McBride

Another book debunking our public leaders, only from a new angle this time. The book is built around a theme - George Washington's hopes and fears for the capital city, and how it has fulfilled his fears by becoming a puppet show, with the strings pulled first by those responsible for putting the puppets on the stage, second, by the newspaper men who are the ghost writers back of virtually all the public utterances, over a good many years. The author exonerates the early leaders and concentrates on those of comparatively recent date. But few of them escape. Gossip, anecdote, surmise, small attempt at documentation, much of the material given by implication, rather than direct accusation (but none the less recognizable.) Due to the fact that the present administration is but lightly touched upon, and that with friendly hand, the book will not get the sensational reception of some of its predecessors. $2.50

Two Stunt Books

Duffy, Patrick Gavin THE OFFICIAL MIXER'S MANUAL Long & Smith

The last word in beverage books. If there is a cocktail forgotten (and it seems doubtful), the book is in loose leaf form, and recipes can be added ad lib. In addition there are sections devoted to other types of drinks, long, short, hot and cold; to beers and ales; to wines, and the hows and whens and whats, with a comprehensive wine list. Just published. $3.00

Scully, Frank MORE FUN IN BED Simon & Schuster

This book will probably herald in the next influenza epidemic, as its forerunner did last winter, and thereby rode to a triumphant sales total. There will probably be just as good a market this year, and the book does not repeat itself. More paper and pencil games, more guessing contests, more juicy extracts of just the right length, more anecdotes. Scheduled for publication in late January. $2.00

Announcement

Joyce, James ULYSSES Random House

With Judge Woolsey's decision admitting ULYSSES to the United States, the publishers are preparing to issue (in January) the complete text, with a special

introduction by James Joyce, and with the full text of Judge Woolsey's decision. $3.50

RECOMMENDED MYSTERIES AND WESTERNS

January 2

Barry, Charles — DEATH IN DARKNESS — Dutton

A shell-shocked youth; a dead man in the cellar; lights out everywhere; an English middle-class setting; and a solution supplied through a seance. $2.00

January 18

Wynne, Anthony — THE CASE OF THE GOLD COINS — Lippincott

A complex series of murders, with recurrent clues and always new suspects. Adroit solution in which a romance is involved. A good tale. $2.00

Late January

"Diplomat" — SLOW DEATH IN GENEVA 1-25-34 — Coward, McCann

The League of Nations and a cosmopolitan gathering make a fruitful setting for a mysterious poisoning. International politics involved. $2.00

February 2

Gardner, Erle Stanley — THE CASE OF THE LUCKY LEGS — Morrow

With his third rattling good tale, Gardner should reach high rank as a favorite. This one involves the disappearance of the subject of an intriguing photograph and of the agent who was responsible for luring her away. Good reading. $2.00

Mann, E. B. — STAMPEDE — Morrow

A good mystery and a good western, combined with more skill and less obviousness than most. The ingredients are there and its easy going. $2.00

February 7

Cole, G. D. H. & M. — THE END OF AN ANCIENT MARINER — Doubleday, Doran

Blackmail and murder, though no mystery of identity. Rather a mystery of unravelling the threads which lead to the murder, and which make a good yarn. $2.00

Note These Changes in Prices and Publication Dates

Frankau, Gilbert - EVERYWOMAN (Dutton) from December 26 to January 3.
Patrick, Diana - THIS OUR HERITAGE (Dutton) from December 29 to January 16.
Graves, R. - THE REAL DAVID COPPERFIELD (Harcourt) from January 22 to March.
Sinclair, Gordon - CANNIBAL QUEST (Farrar) from January 9 to January 16.
Hoffman, Richard - WATCH THE CURVES (Farrar) from January 16 to January 22.
Rinehart, M. R. - THE STATE VS. ELINOR NORTON (Farrar) from January 15 to January 29.
Winkler, J. - THE FIRST BILLION (Vanguard) from November 19 to January 12.
Nordhoff & Hall - MEN AGAINST THE SEA (Little, Brown) Price wrongly given in last issue as $2.50. Should read (see page 194) $2.00.

Goldstein

A SPECIAL MESSAGE TO SUBSCRIBERS TO THE SERVICE OF

THE NEW YORK OFFICE

A suggestion has been made that a summary of certain points would be of value to subscribers, old and new.

The Plan of the Broadcast

The first section is that reserved for MUST BOOKS: i.e. those books for which there is an established market, regardless, to some extent, of the actual merit of the individual book. Occasionally, when no books seem to belong in this category, this section is omitted.

The next section is given to PROBLEMATICAL BOOKS, under which Fiction and Non-Fiction books are reported.

The order is in accordance with publication dates, and within that group, alphabetically according to publisher.

The indication P.B. is simply a key to books which are of special interest to the Personal Bookshop, which carries a highly selective list, rather than just a popular one.

The next section is given to RECOMMENDED MYSTERIES AND WESTERNS. So many titles that are negligible in value are published under these headings, that we aim to make a careful selection of the best that are submitted to us and to recommend them to our clients.

JUVENILES are included seasonally. We plan to group all the Spring Juveniles in one issue, if possible the issue of February first or fifteenth. Then, beginning with July, RECOMMENDED JUVENILES will be reported in every issue through Children's Book Week. On October 1st. a check list of all juveniles recommended from January first on, will be issued. A double asterisk indicates particularly high merit.

The final section contains notices of changed prices, titles, publication dates and so on. And - when available - additional information about advertising and promotion.

Suggestions from Clients of Ways in Which the Broadcasts are proving Useful.

The obvious way - for facilitating highly selective and more profitable buying, based on sounder knowledge of forthcoming books.

Next - pass the broadcasts around the sales force, in rotation, so that everyone selling on the floor becomes familiar with the sales angle on forthcoming books. Staff meetings, using the broadcasts as basis of discussion, both in advance of publication of specific titles, and after the titles are on sale, have proved highly suggestive.

Use the basic index. Keep it up to date by entering the titles on each index as it is issued. Use the individual index as a sales check, indicating the probable quantity of the order to be placed, and subsequently adding the rough sales figure. This gives a good check as to how closely the recommendations or warnings click with facts.

Check back on reports of books as stock is received. It is impossible to keep titles in mind from time of ordering to arrival of stock. This serves as a memory check.

Use the broadcasts to eliminate the books you do not want to bother to read, and to suggest to you books that you will enjoy reading.

Watch review mediums to see how reviews after publication check with advance reports.